



# THE CITY OF FAYETTEVILLE, ARKANSAS

invites your  
interest in the  
position of

**PARKING  
DIVISION  
MANAGER**





# FAYETTEVILLE - AN OUTSTANDING OPPORTUNITY



The City of Fayetteville is seeking an experienced Parking Division Manager to lead and direct the City's Parking Management Division. The Parking Manager position provides a unique opportunity for a motivated individual to lead a highly regarded Parking Management Division in a dynamic city government that values innovation, efficiency and top quality management.

The City of Fayetteville recognizes that accessible and appropriately priced parking is a critical element that links the City's long range land use and transportation goals of encouraging appropriate urban infill, discouraging suburban sprawl, developing traditional town form and growing a livable transportation network.

The Parking Manager is a vital member of the City's management team.

Fayetteville is the third-largest city in Arkansas with a current city population of 73,580 and is nestled in the beautiful Ozark Mountains. Fayetteville is located in Northwest Arkansas and the region is centered around the four large cities along the Interstate 49 corridor: Bentonville, Rogers, Springdale, and Fayetteville. The NWA region is home to the headquarters of Walmart, Tyson Foods, and JB Hunt Transport Services. The population in 2012 was 482,200. Northwest Arkansas offers amenities that rival many major metropolitan areas, including Crystal Bridges, a world-class museum of American art; expansive and diverse shopping; a minor league baseball team; and a world-class performance theatre. Fayetteville is home to one of the premier Southeastern Conference educational institutions, the University of Arkansas, and its nationally competitive

collegiate sports teams. The attractive quality of life of the Northwest Arkansas region is a result of the fruits of economic development in the region and smart investments in the community vitality of the region.

## CITY ORGANIZATION

The City of Fayetteville operates under a stable Mayor-Council form of government. The City Council is composed of eight council members and a Mayor. Two council members are elected in each of Fayetteville's four wards by city voters and are directly responsible to the people. Four council members are elected at one municipal election and four council members at the next municipal election. The term of office for a council member is four years and a council member may serve an unlimited number of terms. The City Council is the legislative and policy-making body of the city government with the Mayor being the Chief Executive Officer. As CEO, the Mayor has a statutory duty to oversee the enforcement of city policies, ordinances, administrative rule, and State laws, as well as to direct city offices and employees to discharge their duties. The Mayor provides community leadership. The Mayor is responsible for submitting an annual budget to City Council appropriating funds for government operations. The Mayor also administers the annual work program approved by City Council.

The Office of the Mayor must create a balance of city services, recognizing the changing needs of the community and the desires of the citizens while maintaining financial stability. The Mayor is elected during the presidential election year for a four year term and can serve an unlimited number of terms.

The City of Fayetteville is a full-service local government providing the following internal and external services: Mayor's Administration, City Council, City Attorney, City Prosecutor, City Clerk/Treasurer, Fayetteville District Court, Library, Chief of Staff, Human Resources, Internal Audit, Sustainability & Resilience, Police, Central Dispatch, Fire, Parks & Recreation, Finance & Internal Services, Development Services, Communications & Marketing, Transportation Services, and Utilities.

The total 2015 City budget is \$145.2M and the General Fund budget is \$38.2M. There are 765.3 FTE City employees.





## PARKING MANAGEMENT DIVISION

The Parking Management Division oversees and coordinates all downtown parking resources and operations. This includes; implementing parking rules and regulation, increasing public awareness of parking ordinances, leasing off-street parking spaces to patrons, the enforcement and ticketing of parking regulation violations and responding to the needs of citizens. The Division manages collection and enforcement for the City's two paid parking districts as well as enforcement for the City's residential parking program. The paid parking districts encompass the Downtown and Entertainment District adjacent to the University of Arkansas. In 2015, these two districts are comprised of 2,322 paid parking spaces in 19 surface lots, 3 parking structures and along numerous city streets. Additionally, there are 213 residential on-street parking spaces that are managed by the Division. The Division also manages and coordinates parking for special events within the downtown and entertainment districts.

The Parking Management Division's 2015 budget is approximately \$1.5M. In October of 2015 the Division will open a new 236 space, 3-story parking structure in the heart of the City's Entertainment District.

The City's Downtown and Entertainment Districts are experiencing rapid infill and redevelopment since the adoption of the 2004 Downtown Master Plan and the implementation of the Form Based Zoning Districts. The Downtown and Entertainment District areas are comprised of a large variety of residential, commercial, institutional and open space uses. Notable destinations such as the Walton Arts Center, the Dickson Street Entertainment District, the downtown square and the Fayetteville Public Library draw locals and visitors to numerous activities.



Major civic uses located downtown include the municipal, County and Federal Courts, the City of Fayetteville Administration Building and the Police Department. The City estimates that in 2015 there are 586 registered businesses with 4,050 full and part time employees working in the downtown and entertainment districts. Additionally, there are approximately 924 occupied housing units with an estimated 2000 people living in these areas. The consistent operation of efficient paid parking programs is an important component to sustaining a balanced yet dynamic downtown area with a large variety of users.

## ABOUT THE POSITION

All City of Fayetteville management positions require the employee to demonstrate leadership competencies by exhibiting appropriate role modeling, and setting proper examples. In addition, all City of Fayetteville positions require the employee to provide good customer service to both internal and external customers, maintain positive and effective working relationships with other City employees (especially members of his/her own team), and have regular and reliable attendance that is non-disruptive.

### Essential duties of the position include:

- Provide good customer service to both internal and external customers, maintain positive and effective working relationships with other City employees (especially members of his or her own team), and have regular and reliable attendance that is non-disruptive.
- Perform supervisory responsibilities which may include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance, rewarding and disciplining employees; addressing complaints and resolving problems. Carry out supervisory responsibilities in accordance with the City's policies and applicable laws.





- Coordinate and manage all parking facilities and operations in the Downtown Business District and the Entertainment District, including public, residential and City employee parking.
- Interact extensively with the public, fielding questions about the paid parking program, responding to complaints and reviewing requests to void parking violations.
- Negotiate and administer contracts with various outside companies related to parking contracts and event permit applications.
- Allocate expenses for parking lot management services in compliance with contracts.
- Maintain records to pay and properly allocate parking revenue to parking districts and other third parties in accordance with contracts.
- Oversee litter control in the Entertainment District.
- Coordinate and manage the payment of utility bills for city facilities and operations including electric, natural gas, water, sewer, solid waste and telecommunications.
- Prepare, manage and monitor the Parking Management Division operational and capital improvement budgets. Conduct financial analyses to prepare budget projections, monitor revenues and evaluate the cost of operations. Develop goals and identify potential improvements. Administer the Utilities Management Program budget.
- Develop and implement long and short range plans for capital improvements for the programs. Provide project management and contract administration for improvement projects.
- Testify as needed in District Court representing the City in the prosecution of parking violation cases.
- Oversee and monitor the event permit process. Ensure appropriate flow of information across departments and divisions. Serve as a point of contact for member

of the public and the press.

- Draft and present agenda items to City Council.
- Define, prioritize, schedule and monitor numerous technical projects assigned to subordinates.
- Prepare project plans and system design proposals; prepare specifications for bid proposals on new systems and services.
- Review and evaluate parking programs and policies, research trends and best-practices in municipal parking and recommend program developments and changes.
- During inclement weather events, coordinate snow removal and clearing of designated parking lots.
- After hours and weekend work may be required.

## THE IDEAL CANDIDATE

The City of Fayetteville is searching for a strong leader who has experience in and/or a strong working knowledge of paid parking systems and progressive parking policy implementation.

Required is a person with a Bachelor's degree (B.A. or B.S.), in a related field and five years of paid parking system related experience or five years of management experience. Candidates must possess a valid driver's license and must successfully pass criminal background check, including but not limited to convictions, guilty pleas, or no contest pleas to violent offenses, theft offenses and any offense under A.C.A. § 21-15-103 or A.C.A. § 21-15-111.

### Desired Knowledge, Skills and Abilities include:

- Provide good customer service and effectively communicate with others orally and in writing, often under complex conditions that require good judgment.
- Ability to negotiate agreement and/or reach consensus among diverse stakeholders.



- Ability to respond effectively to sensitive inquiries or complaints exercising political diplomacy and balancing diverse interests.
- Ability to make effective and persuasive speeches and presentations on controversial or sensitive topics to top management, public groups and City Council.
- Demonstrate and instill within the division a parking management strategy that maintains a customer focus with effective parking enforcement.
- Be proficient in accounting practices related to cash handling, billing and invoices. Have a good understanding of debits and credits and have experience reconciling a subsidiary ledger to a general ledger.
- Ability to apply concepts such as fractions, percentages, ratios and proportions to practical situations.
- Must be proficient in the use of a computer and software applications such as word processing and spreadsheets.
- Must possess the ability to become proficient with the City's parking equipment, hardware and related paid parking and ticketing management software programs. Must be able to effectively operate standard office equipment.
- Experience with paid parking programs either direct employment experience or as a frequent user of paid parking.

The ideal candidate should possess strong interpersonal skills, be a city-wide team player with other department directors, be out in the field with employees, be an adept problem solver, and be an effective facilitator. The next Parking Division Manager should be a visionary person looking for new ideas and approaches to the provision of public parking in the future.



## ABOUT THE CITY OF FAYETTEVILLE

Fayetteville is home to a top research institution in the nation - the University of Arkansas, also known for its successful SEC sports programs. The city offers award-winning schools, state-of-the-art medical facilities, a world-class public library, seventy city parks, three lakes, numerous award-winning natural areas, and miles of trails for walking, running, and biking. In 2013, Partners for Livable Communities designated Fayetteville in the Top Ten nationally for "America's Most Livable Communities" for cities under 100,000 population. Fayetteville ranks on several lists as a top city in the nation, including Livability.com's ranking of Fayetteville as the 63rd top livable city in the United States, as well as the 9th top college town. Parade Magazine highlighted Fayetteville as one of the most beautiful cities in the nation, and Southern Living selected Fayetteville as one of "The South's Best College Towns" for 2013.

**For more information about the  
City of Fayetteville, please visit  
our website at  
[www.accessfayetteville.org](http://www.accessfayetteville.org)**



## COMPENSATION, BENEFITS AND HOW TO APPLY

The salary range for this position will be dependent upon the experience and qualifications of the successful candidate. The starting salary will be in the range of \$51,418 to \$78,354. The City of Fayetteville offers employees an excellent fringe benefit package. This position will remain open until filled. Interested candidates are encouraged to apply as soon as possible, as applications will be reviewed as they are received prior to a City selection process. To be considered for this career opportunity as the Parking Division Manager, attach a resume that includes length of time in each position, current salary, size of staff and budgets managed, plus four references to your online job application for this position at [www.fayetteville-ar.gov/1608/Current-Job-Openings](http://www.fayetteville-ar.gov/1608/Current-Job-Openings). For further information, please contact:

**Human Resources Department**  
**Fayetteville City Hall**  
**113 W. Mountain St.**  
**Fayetteville, AR 72701**  
**479.575.8278**  
**[www.fayetteville-ar.gov](http://www.fayetteville-ar.gov)**



**The City of Fayetteville is an EEO/AA employer that seeks to employ qualified persons without regard to race, color, religion, gender, national origin, age, sex, marital status, disability, veteran status, sexual orientation, gender identity or any other characteristic protected by law. We strive to ensure all employees a discrimination-free workplace and have a strong commitment to affirmative action and equal opportunities. We value and encourage diversity in our workforce. All applications are subject to potential public disclosure under the Arkansas Freedom of Information Act.**

